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NEWS RELEASE

World Finer Foods Adds Premium Valor Chocolates to Its Award-Winning Family of Products

Company expands assortment of global specialty foods with introduction of indulgent line from Spain's master chocolatier

Bloomfield, NJ, May 19, 2015 – Liberty Richter, a division of World Finer Foods, a leading supplier of specialty food, beverage and personal care products from around the U.S. and the world, is pleased to announce today the addition of Valor Chocolates to the Company's comprehensive assortment of premium products. For more than 130 years (since 1881), Valor Chocolates based in Spain has crafted some of the most exquisite chocolates and bonbons, using the finest cocoa beans from various parts of the globe including Ecuador, Panama and Ghana. The master chocolatier has been honored with accolades such as the "2011 European Candy Kettle Award", one of the most prestigious awards in this sector.



Produced with the very purest raw materials, specially selected from the best harvests, and by a unique, traditional manufacturing method, Valor Chocolates offers indulgent, "pleasure-igniting" flavors. Valor also offers more health-conscious yet equally delightful no sugar added, lactose-free and gluten-free versions. Among the artful chocolate treats now available in the U.S. exclusively through World Finer Foods and its Liberty Richter division are:

- Dark and Milk Chocolate bars featuring Whole Marcona Almonds
- No Sugar Added 70% Dark Chocolate bars featuring a variety of flavors including Truffle, Orange and Hazelnut
- No Sugar Added Milk and Dark Chocolate bars with Marcona Almonds and Hazelnuts
- 70% Dark Chocolate bars with a variety of flavors including Orange, Mint, Forest Fruits, Toffee and Mediterranean Sea Salt
- Cocoa Powders
- Seasonal Gift Packs

"We continue to focus on growing our portfolio of premium brands and Valor Chocolates is the perfect addition to our mix," stated Susan Guerin, CEO of World Finer Foods. "The quality of their products, innovative recipes and unparalleled manufacturing capabilities deliver a premium range of chocolates. We look forward to raising awareness and expanding distribution of the Valor brand. We're especially excited to promote the no sugar added assortment which offers consumers not only a healthier option but also the same great taste as the traditional line of chocolates."

As a premier confectioner, Valor has adopted the quality strategy and focuses on continual innovation to bring the highest quality of chocolate goods to the customer. The Company's latest creation of a range of no sugar added chocolates, blends an exclusive recipe developed by Valor's Master Chocolatiers which

preserves the richness and unique taste of its traditional chocolate products. Valor's All Natural range is free of artificial flavoring and preservatives and is made with the finest cocoa grown, guaranteeing the full "from bean to bar" confectionary process. These All Natural products have been specifically developed for the U.S. market where 100% natural products are increasingly appreciated and demanded by consumers.

Gonzalo Sanchez, Export Director of Valor Chocolates stated, "Valor Chocolates has been successfully marketed in the U.S. for the past 15 years and has a strong and loyal consumer following. We believe now is the time for expansion and in order to take our brand to the next level, we needed a partner that understands our heritage and offering, as well as one with an extensive nationwide reach. Liberty Richter, with their distribution capabilities, customer relationships, and sales and marketing support services is the perfect partner, and we look forward to working with them to bring our assortment of specialty chocolates to those consumers who demand and crave the very best."

Guerin continued, "As the pioneer in specialty products, we have extensive relationships nationwide across all retail channels and see tremendous opportunities to bring Valor Chocolates to consumers who demand the very best. Our team is committed to delivering an unparalleled customer experience to both our brand and distribution partners, and the combination of Liberty Richter and Valor will be a powerful recipe for success in the premium chocolate market. We look forward to showcasing the product line at the Summer Fancy Food Show and meeting with our customers and partners to further drive innovation."

Join World Finer Foods at the Summer Fancy Food Show in New York City (June 28-30, 2015) at Booth #1036 to see and sample the wonderful confections of Valor among other delectable specialty foods. Put on a blindfold and take the Valor No Sugar Added Chocolate Challenge to see if you can pick out the no sugar added assortment against the traditional chocolates. Both Susan Guerin, World Finer Foods CEO, and Gonzalo Sanchez, Export Director of Valor Chocolates, will be available for briefings at the show.

About Valor Chocolates

For more than 130 years, Valor Chocolates, based in Villajoyosa, Alicante, on the eastern coast of Spain, has been dedicated to producing the most exquisite chocolate. Made from the finest cocoa crops grown and by a unique, traditional method, the brand is focused on the "pleasure" concept and has evolved around the urban and sophisticated consumer across 45 countries worldwide. For more information, visit <http://www.valor.es/en/historia-de-chocolates-valor/>.

About World Finer Foods

World Finer Foods, based in Bloomfield, New Jersey, has been in business since 1971 and is a leading distributor of more than 1200 owned and third-party premium food, beverage and personal care items that are category leaders and household favorites. As the pioneer in specialty food, the Company has extensive relationships nationwide in all retail channels and is passionate about building both domestic and international brands. World Finer Foods is recognized by clients for its best in class sales and marketing teams, efficient systems and logistics, focus on innovation, and seasoned expertise. For more information, visit www.worldfiner.com.

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